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**USDA Natural Resources Conservation Service
Mississippi River Basin Healthy Watersheds Initiative**

Mr. Whitescarver provides technical expertise as a private consultant and professor at James Madison University in the area of natural resources management. He retired from NRCS in early 2011 with 31 years of field experience.



What's Sociology Have to Do with Getting More Conservation on the Ground?

Robert "Bobby" Whitescarver

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Tuesday, November 8, 2011

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Participate in this webinar to gain knowledge and strengthen your understanding of how the discipline of sociology is applied to get more conservation on the landscape. Mr. Whitescarver will share life lessons by describing key behavioral principles. Building and Sustaining Trust and Keeping It Simple are two social principles that Mr. Whitescarver continues to apply in his work with farmers within the Chesapeake Bay watershed.

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